



RECEIVED MAR 16 2012

Federal Communications Commission
Washington, D.C. 20554

March 12, 2012

Andrew J. Siegel
Vice President/Assistant General Counsel
CBS
51 West 52 Street
New York, New York 10019

Re: KDKA-TV, Pittsburgh, Pennsylvania, (Facility ID# 25454)
WPCW-TV, Jeanette, Pennsylvania (Facility ID No. 69880)

Dear Mr. Siegel:

We have completed our review of the response of CBS Broadcasting Inc. and Pittsburgh Television Station WPCW Inc., licensees of the above-referenced television stations, to the March 29, 2011 random audit letter sent to them in accordance with the provisions of Section 73.2080(f)(4) of the Commission's Equal Employment Opportunity (EEO) rules. As a result of our review, we find that no further action is required. In accordance with Section 73.2526(e)(10) of the Commission's rules for commercial stations or Section 73.3527(e)(11), for non-commercial stations, the stations must place copies of this letter, our March audit letter, and their response in each public inspection file. They must maintain these materials in the file until the grant, by final order, of the next renewal application of the license for the station to which the file relates.

Should you have any questions concerning this matter, you may call the EEO staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,

A handwritten signature in black ink, appearing to read "Lewis C. Pulley".

Lewis C. Pulley
Assistant Chief, Policy Division
Media Bureau



CBS

51 WEST 52 STREET
NEW YORK, NEW YORK 10019-6188

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FAX: (212) 975-0112
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ANDREW J. SIEGEL

VICE PRESIDENT
ASSISTANT GENERAL COUNSEL

May 6, 2011

Via UPS Courier

EEO Staff
Policy Division
Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: KDKA-TV, Pittsburgh, Pennsylvania

To Whom It May Concern:

This is in response to the Equal Employment Opportunity program audit letter ("Letter") for KDKA-TV, Pittsburgh, Pennsylvania ("KDKA") dated March 29, 2011. KDKA is combined in the EEO Public File Report with WPCW-TV, Pittsburgh, Pennsylvania. Information for both stations is provided herein, except where otherwise specified.

Paragraph 3(a) of the Letter requires KDKA's two most recent EEO Public File Reports. Copies of the reports dated April 1, 2009 – March 31, 2010 and April 1, 2010 – March 31, 2011 are attached as Exhibit 1. KDKA's website is located at <http://pittsburgh.cbslocal.com/> and the most recent EEO report is available by clicking on the EEO Public File link on the bottom of each page of the website, which leads to the following address <http://cbstpittsburgh.files.wordpress.com/2011/04/tvfcceoreport-4-1-10-to-3-31-11-2.pdf>. The dates of hire are listed after the reports.

Paragraph 3(b) of the Letter requires, for the periods of April 1, 2009 – March 31, 2010 and April 1, 2010 - March 31, 2011, dated copies of all advertisements, bulletins, letters, faxes, emails and other communications announcing positions. Attached as

Exhibit 2 are the 2009 – 2010 and 2010 – 2011 KDKA-TV/WPCW-TV job postings, Affirmative Action Distribution Lists and notices sent to parties on the list¹.

Paragraph 3(c) of the Letter requires a list of the total number of interviewees for each vacancy and the referral source for each interviewee for all full-time vacancies filled during the periods of April 1, 2009 – March 31, 2010 and April 1, 2010 – March 31, 2011. Attached as Exhibit 3 are Applicant Logs for the period from April 2009 – March 2010 and from April 1, 2010 – March 31, 2011, which include, among other data, a listing of the position interviewed for, the number of people interviewed and the referral source.

Pursuant to 47 C.F.R. §§73.2080(c)(2) and (e)(3), as KDKA/WPCW had 195 full-time employees as of April 1, 2009, and Pittsburgh, Pennsylvania's population is over 250,000, KDKA/WPCW is required to perform four initiatives during each two-year period. Paragraph 3(d) of the Letter requires "documentation demonstrating performance of recruitment initiatives" during the periods of April 1, 2009 – March 31, 2010 and April 1, 2010 – March 31, 2011. Attached as Exhibit 4 are additional copies of Section 8 of the EEO Public File Reports dated April 1, 2009 – March 31, 2010 and April 1, 2010 – March 31, 2011 which list all the supplemental recruitment measures done by KDKA.

Pending and resolved employment-related complaints against KDKA, as sought in Paragraph 3(e) of the Letter are attached as Exhibit 5.

In response to Paragraph 3(f) of the Letter, overall responsibility for KDKA's Affirmative Action Plan rests with its Vice President & General Manager, who ensures that the plan complies with all applicable laws, orders and regulations, including but not limited to Executive Order 11246 and its progeny. The duties of this individual and his designees include developing and maintaining the plan, auditing plan progress, identifying problem areas and, where appropriate, modifying KDKA/WPCW's plan to ensure compliance with the law, developing and where appropriate modifying procedures for effectively communicating the plan and its elements both internally and externally, keeping station personnel up to date on the latest developments in the areas of EEO and affirmative action to ensure that KDKA/WPCW's policies and the need for their support are understood at all levels, and assisting in the investigation, handling and disposition of any employee complaints. Attached as Exhibit 6 are December 3, 2009 and December 28, 2010 memos from Leslie Moonves, Chief Executive Officer of CBS Corporation, reminding all employees of, among other things, the importance of EEO. Pursuant to the CBS Corporation Business Conduct Statement ("CBS BCS") CBS expects "all managers, directors and supervisory personnel to make a personal commitment to practice and enforce the principles of our equal employment opportunity policy." (CBS BCS at page 9,

¹ Given the volume of such notices, Exhibit 2 begins in Volume 1 and continues in Volumes 2, 3 and part of Volume 4.

copy attached as Exhibit 6, online at http://www.cbscorporation.com/uploads/mce_files/2010BCS.pdf.) Additionally, KDKA's EEO policy is included on all internal and external job postings and advertisements (See e.g. the job posting examples in Exhibit 2). The policy is displayed in KDKA's lobby and in the Human Resources Office, where it is accessible to employees and applicants and the EEO policy is covered as part of new hire orientation.

Paragraph 3(g) of the Letter seeks information on KDKA/WPCW's efforts to analyze the effectiveness of its EEO recruitment program and address any deficiencies found. Each year, KDKA/WPCW prepares an annual Affirmative Action Plan. As part of that plan, KDKA/WPCW management analyzes its employment statistics and all employment actions including hires, promotions and terminations. Each quarter a summary report is prepared and reviewed which compares the stations' employment statistics to the goals identified in its Affirmative Action Plan. In addition, a Utilization Analysis is prepared each quarter and reviewed for underutilization in job classifications in order to target efforts in recruitment. The station constantly strives to broaden its outreach efforts in order to increase the level of diversity in applicant pools. Exhibit 2 contains several KDKA-TV/WPCW-TV Affirmative Action Distribution Lists, which reflect new or revised additions based on reviews. KDKA/WPCW's Vice President and General Manager has also established diversity goals which focus on increasing diversity at KDKA/WPCW. Among these efforts, KDKA/WPCW is part of the CBS News Apprenticeship program and participates in an internal communication system between all CBS Owned Station General Managers and Department Heads to facilitate the sharing of information on strong internal and strong external diverse employees/candidates, particularly those who would consider moving to different markets for growth or promotional opportunities.

Paragraph 3(h) of the Letter requests a description of KDKA/WPCW's efforts to periodically analyze its attempts to review various elements to ensure that they are not discriminatory and that they provide equal opportunity, including, among others, pay, benefits and seniority practices. KDKA/WPCW's Vice President and General Manager reviews all compensation adjustments during the year to ensure that compensation ranges within similar job functions are the result of relevant job experience levels, levels of responsibility and market conditions. An annual review is also performed in conjunction with the merit increase process for all non-union employees in order to identify any disparities.

Paragraph 3(h) also requests information on KDKA/WPCW's coordination with unions on EEO policy matters. As noted above, KDKA/WPCW annually prepares an Affirmative Action Plan and analyzes its employment statistics. This plan assesses

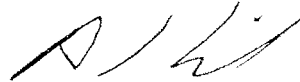
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May 6, 2011
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KDKA/WPCW's actions in the above elements, identifies deficiencies and provides remedies. As part of that Plan, KDKA/WPCW annually sends its EEO policy statement to both of its collective bargaining units: IATSE (a unit of technicians represented by the International Alliance of Theatrical Stage Employees Local 820) and AFTRA (a unit of on-air talent represented by the American Federation of Television and Radio Artists). The notification letters are signed by the respective unions and returned to the stations as acknowledgement of receipt. Attached as Exhibit 7 are copies of those letters for the years 2009 and 2010.

The Declaration of Christopher Pike, Vice President and General Manager of KDKA/WPCW, is attached hereto and made a part hereof.

Please contact the undersigned if you have any further questions.

Very truly yours,

A handwritten signature in black ink, appearing to read 'A. Siegel', written over a horizontal line.

Andrew J. Siegel

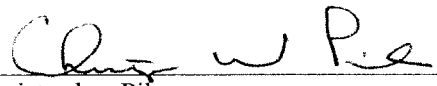
cc: Christopher Pike, President/General Manager, KDKA-TV
KDKA-TV Public File

AJS
Attachments
#79889

DECLARATION OF CHRISTOPHER PIKE

Christopher Pike, under penalty of perjury, deposes and states:

1. I am Vice President and General Manager of KDKA-TV.
2. I have reviewed the attached response to the Federal Communications Commission Random EEO Audit Letter ("Audit Letter Response") being submitted herewith, based on information supplied by Stella Banas, Market Controller/Director of Human Resources CBS Television Stations - Pittsburgh and Mark Engstrom, Senior Vice President, Associate General Counsel, Labor and Employment Relations, CBS Broadcasting Inc. and Edgar Yergeau, Senior Vice President, Labor Relations, CBS Broadcasting Inc.
3. To the best of my knowledge, information and belief, all the information contained in this Audit Letter Response is true and correct.



Christopher Pike

Dated: 5/5/11

KDKA-TV/WPCW-TV
2011 RANDOM FCC EEO AUDIT

Exhibits 1 – 7 are maintained in the Business Office and can be made available upon request by contacting:

Stella Banas – Market Controller/HR Director /or
Geri Ewing – Payroll/Human Resources



Federal Communications Commission
Washington, D.C. 20554

March 29, 2011

Dear Licensee:

1. In accordance with 47 C.F.R. § 73.2080(f)(4) of the Commission's rules, the station employment unit (the "Unit") that includes your above-referenced station (the "Station") has been randomly selected for an audit of its Equal Employment Opportunity ("EEO") program. A copy of Section 73.2080 of the Commission's rules is enclosed for your reference.

2. If the Unit is not required under our rules to have an EEO recruitment program due to the nature of its full-time workforce (having fewer than five full-time employees, defined as employees regularly assigned to work 30 hours a week or more), you must still respond to this audit letter. However, in your response, you are required only to provide a list of the Unit's full-time employees, each noted by job title, the number of hours each is regularly assigned to work per week, and a response to Question 3(e) below. Also, in formulating your response, please see Questions 4(a)-(d) below regarding brokers and brokered stations for instructions for situations in which the applicable employment unit has fewer than five full-time employees.

3. **Audit Data Requested.** If the Unit employs five or more full-time employees (and all units, for Question 3(e)), provide the following information in your response to this letter, including an explanation regarding any requested information that you are unable to provide:

(a) Copies of the Unit's two most recent EEO public file reports, described in Section 73.2080(c)(6). For any stations in the Unit that have websites, provide each web address. If the Unit's most recent EEO public file report is not included on or linked to on each of these websites, indicate each station involved and provide an explanation of why the report is not so posted or linked, as required by Section 73.2080(c)(6). In accordance with Section 73.2080(c)(5)(vi), provide the date of each full-time hire listed in each report provided.

(b) For each Unit full-time position filled during the period covered by the above EEO public file reports, or since your acquisition of the Station, if after that period, dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing the position, as described in Section 73.2080(c)(5)(iii). Include copies of all job announcements sent to any organization (identified separately from other sources) that has notified the Unit that it wants to be notified of Unit job openings, as described in Section 73.2080(c)(1)(ii).

(c) In accordance with Section 73.2080(c)(5)(v), the total number of interviewees for each vacancy and the referral source for each interviewee for all full-time Unit vacancies filled during the period covered by the above-noted EEO public file reports.

(d) Documentation of Unit recruitment initiatives described in Section 73.2080(c)(2) during the periods covered by the above-noted EEO public file reports, such as participation at job fairs, mentoring programs, and training for staff. Specify the Unit personnel involved in each such recruitment initiative. Also, provide the total number of full-time employees of the Unit and state whether the population of the

market in which any station included in the Unit operates is 250,000 or more. Based upon these two factors, determine and state whether the Unit is required to perform two or four initiatives within a two-year period, pursuant to Sections 73.2080(c)(2) and (e)(3).

(e) Disclose any pending or resolved complaints involving the Station filed during the Station's current license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the Unit on the basis of race, color, religion, national origin, or sex. For each such complaint, provide: (1) a brief description of the allegations and issues involved; (2) the names of the complainant and other persons involved; (3) the date the complaint was filed; (4) the court or agency before which it is pending or by which it was resolved; (5) the file or case number; and (6) the disposition and date thereof or current status. Note that all complaints must be reported, regardless of their status or disposition.

(f) In accordance with Section 73.2080(b), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the responsibilities of each level of Unit management responsible for implementing Unit EEO policies and describe how the Unit has informed employees and job applicants of its EEO policies and program.

(g) In accordance with Section 73.2080(c)(3), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze its EEO recruitment program to ensure that it is effective and to address any problems found as a result of such analysis.

(h) In accordance with Section 73.2080(c)(4), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze periodically its measures taken to examine pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect. If the Unit has one or more union agreements, describe how the Unit cooperates with each union to ensure EEO policies are followed for the Unit's union-member employees and job applicants.

(i) If your entity is a religious broadcaster and any of its full-time employees are subject to a religious qualification as described in Section 73.2080(a) of the rules, so indicate in your response to this letter and provide data as applicable to the Unit's EEO program. For example, for full-time hires subject to a religious qualification, only a record of the hire listed by job title and date filled, the recruitment sources used for the opening, and the source of the hiree must be provided. No other records are required for those hires. If five or more full-time positions are not subject to a religious qualification, the licensee must maintain and provide all records for such hires and complete the initiatives required under Section 73.2080(c)(2). Otherwise, a religious broadcaster is not required to perform these initiatives.

4. Time Brokerage.

(a) **Licensee of brokered station(s).** If the Unit employs fewer than five full-time employees and any station included in it is subject to a time brokerage agreement, in addition to responding to this letter and providing us a list of the Unit's full-time employees listed by job title (and the number of hours each employee is assigned to work) and a response to Question 3(e) above, you must immediately forward a copy of this letter to the broker under each such agreement, which must respond to Question 4(b) below. If the Unit employs five or more full-time employees, the licensee must respond fully to paragraph 3 above, and also forward the letter to the broker so the broker may respond to Question 4(b) below.

(b) **Broker receiving audit letter from brokered station licensee.** If you are the broker of a station, and the station you are brokering receives an audit letter, the licensee of the brokered station must forward the audit letter to you. You should respond to the audit letter concerning EEO information relating

only to your own full-time employees at the brokered station. *See* Section 73.2080(f)(3).

(c) **Broker receiving audit letter directly from Commission.** If you are a broker, but the target station in this audit letter is a station licensed to you, you must submit information requested herein for the EEO program at your station (or employment unit). If you maintain EEO data for a station you are brokering with that for your own station that is the target of this audit letter, and lack the ability to separate the information, you must include in your response the information requested herein pertaining to **your** full-time employees at the station(s) you broker. *See* Section 73.2080(f)(3).

(d) **Broker described under 4(b) or 4(c) above.** If your full-time employees at the station you are brokering, combined with your full-time employees at your owned station(s), total fewer than five, however, you need only respond to this letter by the deadline described below by submitting a list of your Unit's full-time employees (listed by job title and number of hours regularly assigned to work per week) and the same type of list for the full-time employees you employ at the brokered station(s), and a response to Question 3(e) above.

5. **Procedures.** Direct your response to EEO Staff, Policy Division, Media Bureau, Federal Communications Commission, 445 12th Street, S.W., Washington, DC 20554. The response must be received by the Commission by May 9, 2011. You need only submit your original response; no copies are needed. The accuracy and completeness of the response must be certified by an officer, partner or other principal of the Station licensee or broker (as appropriate) or, in the case of a noncommercial educational station, by an officer, member or other principal of the licensee. (*See* Section 1.16.) The response may be in the form of a CD or other electronic medium, as long as the certification provided refers to the material submitted and is on paper with an original signature. To knowingly and willfully make any false statement or conceal any material fact in response to this audit is punishable by fine or imprisonment (*see* 18 U.S.C. § 1001; *see also* 47 C.F.R. § 1.17), revocation of any station license or construction permit (47 U.S.C. § 312(a)(1)), and/or forfeiture (47 U.S.C. § 503). Extensions of time must be requested in writing (or sent by e-mail to lewis.pulley@fcc.gov) and will be granted only upon a showing of extraordinary circumstances. Unless and until the EEO Staff grants such a request the original deadline remains in effect. Failure to respond to this audit letter by the deadline is punishable by sanctions in accordance with Section 73.2080(g).

6. In accordance with Sections 73.3526(e)(10) (for commercial stations) and 73.3527(e)(11) (for noncommercial educational stations), copies of which are enclosed, you must place a copy of this letter and your response in the public inspection file of each affected station. Consequently, your response should not include personal information about individuals, such as social security numbers, home addresses, or other personally identifiable information. We do not require that employment units retain such information in their records, or that such information be provided in response to this letter.

7. If our EEO random audits sent in 2009 or 2010 included the Station, or if the Station's most recent license renewal application was granted, by final order, within the past 18 months, you may not have to respond to this letter. If the Station falls within one of these categories, before responding, please tell us the dates of public file reports included in an audit response or the date of the Station's renewal, in an e-mail sent to lewis.pulley@fcc.gov. We will then advise you if a response is necessary. Should you have any questions, please contact the EEO Staff at (202) 418-1450. Thank you for your cooperation.

Sincerely,

Lewis C. Pulley
Assistant Chief, Policy Division
Media Bureau

Enclosures